

WCAV-TV, WAHU-CA, WVAW-LD**EEO PUBLIC FILE REPORT****June 1, 2011 – May 31, 2012****Section I.****VACANCY LIST**

See Master Recruitment Source List (MRSL) for data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Assistant News Director	1, 3-7, 13, 21, 28, 30, 32	6
Morning Show Producer	1, 3-7, 13, 21, 28, 30, 32	28
Production Assistant	1-22, 28-32	6
Sports Director	1, 3-7, 13, 21, 28, 30, 32	35
Production Assistant	1-22, 28-32	23
Technical Director	1-22, 28-32	6
General Sales Manager	1, 3-6, 13, 21, 28, 30, 32-34	6
Executive Assistant	3, 6-8, 10, 13, 21, 28, 30, 32	8
Multimedia Journalist	1, 3-7, 13, 21, 28, 30, 32	23
Main Anchor/Producer	1, 3-7, 13, 21, 28, 30, 32	23
Meteorologist/Reporter	1, 3-7, 13, 21, 28, 30, 32	5
Chief Photographer	1, 3-7, 13, 21, 28, 30, 32	5

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Section II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	Media Line – email: Mark@medialine.com , web: www.medialine.com	No	4
2	Broadcasting Institute of Maryland – email: nb@bim.org , 7200 Harford Rd., Baltimore, MD 21234; 434-254-2770	No	
3	VA Association of Broadcasters – www.vabonline.com (Gray400) 630 Country Green Ln., Charlottesville, VA 22902, Contact 434-977-3716	No	2
4	National Association of Broadcasters - 1771 N Street NW, Washington, DC (www.nab.org) Contact- Karen Hunter, 202-429-5498	No	
5	www.tvjobs.com Contact- Mark Holloway	No	6
6	WCAV 999 2 nd Street Charlottesville, VA 22902 434- 242-1919, Contact – Debbie Kaplan www.newsplex.com	No	5
7	National College, 1515 Country Club Road Harrisonburg, VA 22802, Contact - Terresa Lundberg email: tlundberg@national-college.edu 540-432-0943	Yes	
8	Craigslist.com	No	2
9	James Madison University, Harrisonburg, VA 22807, Contact- David Chase website: www.jmu.edu/aacd/interviewing/employers/postajob.htm 540-568-6229	No	

10	PVCC On-line now Andre.luck@pvcc.com	No	
11	Bridgewater College, Office of Career Services, Bridgewater, VA 22812 email: stalbott@bridgewater.edu 540-828-5371	No	
12	Blue Ridge Community College - email; careers@brcc.edu , Contact- Elizabeth Hall, Student Services Coordinator, Weyers Cave, VA 24486 540-234-9261	No	
13	Gray Television, Inc. In-House Postings, WSAW-TV, 1114 Grand Ave., Wausau, WI, Contact- Jane Ploeger email: jploeger@wsaw.com 715-845-4211	No	
14	Coppin State College, 2500 West North Ave., Baltimore, MD 21216, Contact- Linda Bowie email: careerdev@coppin.edu / lbowie@coppin.edu 410-951-3915	No	
15	George Washington University, Career Center, 1922 F St. NW, Washington, DC 20052 website: www.gwired.gwu.edu/career 202-994-6495	No	
16	Mary Baldwin College, Staunton, VA 24401 email: sena@mbc.edu 540887-7221	No	
17	Norfolk State University, Mass Comm., 700 Park Ave., Norfolk, VA 23504 email: careerservices@nsu.edu 757-823-8330	No	
18	Old Dominion University, Career Mgmt., 2202 Webb Center, Norfolk, VA 23529 Contact- Andrea Harrell email: aharrell@odu.edu web: http://cmcodu.erecruiting.com/emp/sblogin 757-683-4388	No	
19	Virginia Commonwealth University, 910 W Franklin St., Richmond, VA 23284, Contact- Nicole Footen fax: 804-828-2660	No	

20	Virginia Tech, Blacksburg, VA Contact- Betsy McCoy, betsy.mccoy@vt.edu web: https://www.myinterfase.com/vt/employer/ 540-231-8089	No	
21	Esther Nizer email: nizerem@aol.com web: www.enizer.org	Yes	
22	Mass VO Tech - email: jwest@rockingham.k12.va.us 325 Pleasant Valley Rd., Harrisonburg, VA 22801 540-434-5961	No	
23	Station Employee Referral	No	8
24	Non-Employee Referral	No	2
25	On-Air Commercial Advertising	No	
26	Walk-Ins	No	
27	Internship Program	No	
28	Job Fair	No	1
29	TV Technology web: www.tvtechnology.com	No	
30	suzanne milewski [sue61_26325@yahoo.com]	Yes	
31	Shenandoah University, 1460 University Drive, Winchester, VA 22601, 540-665-4500, Rick Ours email: rours@su.edu	No	
32	Natalie Gordon natugg@gmail.com	Yes	
33	LinkedIn.com	No	1
34	www.tvnewscheck.com	No	1
35	Internal Promotion/Transfer	No	1

TOTAL NUMBER OF INTERVIEWEES

32

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Section III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship Program	<p>This SEU hosts an active internship program that provides students from local high schools and universities the opportunity to work and learn in an unique tri-station television environment.</p> <p>During this reporting year, the station hosted 11 interns from six different universities. All the interns worked in the News Department and were supervised by the News Director.</p>
2	Participation in Job Fairs	<p>The Stations in this SEU participated in multiple job fairs. At each even managers spoke with job applicants about opportunities for careers in broadcasting and job opportunities at the stations</p> <p>a) Sept. 29, 2011 – The Director of Programming and Community Relations attended the Charlottesville Community Fall Job Fair.</p> <p>b) March 28, 2012 – The HR Manager attended the Piedmont Virginia Community College (PVCC) Annual Job Fair.</p> <p>c) April 25, 2012 – The Director of Programming and Community Relations, Director of Accounting and HR and the Marketing Director attended the</p>

		Charlottesville Community Spring Job Fair.
3	Participate in event sponsored by organizations representing groups present in the community interested in broadcast employment issues.	<p>a) July 26, 2011 – The SEU’s News Director hosted the PVCC “TV Production Summer Career Academy” for a field trip and watch and learn session</p> <p>b) Oct. 13, 2011 – The SEU hosted “Tech Tour,” a tour of technology related jobs and careers in the Charlottesville area, conducted for the benefit of nearly 400 local students</p> <p>c) Oct. 31, 2011 – The SEU participated in the 7th Grade Career Expo, held at the John Paul Jones Arena.</p> <p>d) March 2012 – The SEU participated in “Quadruplicity”, a women’s professional development conference</p>
4	Establish training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	In February 2012, the SEU launched the “Development Academy”, an internal program to aid employees with personal and professional development, with a series of some mandatory, some voluntary, training sessions provided every other month, each time available during a variety of shifts.
5	Management Training	<p>a) Nov. 1, 2011 the General Manager, General Sales Manager, and Director of National Sales attended a political revenue training seminar conducted by the SEU’s regulatory counsel, Wiley Rein in Washington, DC</p> <p>b) Jan. 29-31, 2012, the General Manager and the General Sales Manager attended the Jim Doyle Manager’s Training “Boot Camp” in Tampa, FL, which included sessions on how to hire and fire employees.</p> <p>c) Feb. 1, 2012 the full station leadership team participated in a strategic planning retreat led by professional trainers at Fairfield Center. The retreat included</p>

		training on how to develop professional development programs for staff members.
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